



# INDIAN SCHOOL DARSAIT DEPARTMENT OF COMMERCE



Subject : Marketing	Topic : Introduction to Marketing	Date of Worksheet : _____
Resource Person: Ekta Gautam		Date : _____
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.		Marks
1.	What does the term marketing mean?	2
2.	What is the difference between a need and want?	2
3.	Define standardization and grading.	2
4.	Why is packaging an important part of product offer?	2
5.	State the scope and functions of marketing.	2
6.	How does marketing create 'mutually-beneficial relationship'?	2
7.	What are different types of sales? Explain them.	2
8.	Explain 'Product Planning and Development' as an important function of marketing.	2
9.	How does salesmanship facilitates process of exchange?	2
10.	"Storage of goods in warehouses has become an indispensable service these days". Explain the statement highlighting the importance of storage in marketing.	3
11.	Explain the objectives of marketing management.	3
12.	How does marketing create time and place utility?	3
13.	Define Marketing research. What is the importance of marketing research?	3
14.	Explain the importance of marketing.	3
15.	What are the important functions to be performed in 'Physical Treatment' in marketing? Explain them.	5
16.	Explain the nature of marketing.	5